

# kings place EVENTS

CONNECTING YOU & YOUR AUDIENCE



A GUIDE TO HYBRID  
& VIRTUAL EVENTS

## A GUIDE TO HYBRID & VIRTUAL EVENTS

*We understand that you might not have planned a virtual or hybrid event before so let us take you through how our in-house team can make it a simple and successful experience.*

Firstly, decide whether you are holding a completely virtual event with speakers only, or if you would prefer a hybrid event, with some delegate attendance and additional virtual delegates joining a live streamed version of the event. From here we can help you with the planning of whichever option you decide on.

Many aspects of live events can be accommodated into a virtual or hybrid event including breakout sessions, polling, Q&A and social media feed. You also have the option of having a paywall for the event to maximise attendance as a revenue stream.

Our award-winning main spaces come with a generous amount of high-quality production and technical inclusions. While this new style of event may be new to a lot of you, it isn't to us. The team have years of experience in delivering a complex range of events with varied technical requirements so are well placed to ensure you get the most out of your virtual or hybrid experience.

A large background image of a stage with vibrant pink and purple laser lights. The lights are arranged in a grid pattern, creating a dynamic and futuristic atmosphere. The stage floor is dark, and the overall scene is illuminated by the bright, colorful beams of light.

### WHY STREAM?

Increase engagement, longevity, monetisation and data capturing opportunities for your event.

Event registration and consequent correspondence can all take place via the microsite  
Branding opportunities available via your personalised microsite.

The event can be viewed live online to allow global reach. Recorded and shared without the constraint of time and date.

Our in-house facilities and team support the wide range of options available for live and hybrid events. Let us know what you would like to get out of your event and we'll do the rest.

### MOST INNOVATIVE AND TECH FRIENDLY VENUE



event technology awards  
winner 2018

## PACKAGES

Working together with an external partner we will create a tailored microsite for your event that can include: agenda speaker profiles, social media networking, pay to view streams and all-important customer data capture. Our broadcast staff will be on site to assist you with any help you might need.

£3,000

You will also need a filming package. The more cameras you include, the more dynamic the experience for the viewer:

3 camera package £2,600

3 HD broadcast camera kits, plus operators to capture your show from multiple angles. Ideal for general event coverage. Includes multitrack audio and full edit. Additional cameras available on request.

Optional:

You might also like to consider a highlights reel and vox pops £1,700. Filming in multiple locations. Steady footage, vox pop interviews and a time lapse of the event. Includes a full edit and one re-edit.

1 camera package £650

HD broadcast camera kit and operator for basic video recordings in any of our spaces. Ideal for archival purposes. Includes FoH audio feed and basic edit.

2 camera package £1,700

As above but with 2 HD broadcast camera kits and operators to get a variety of angles for editing purposes. Includes multitrack audio and full edit.

*All post-video editing is provided within a 2 week turnaround time. All prices quoted are per day, exclusive of VAT.*



## SOME QUESTIONS TO THINK ABOUT

We'll need some information to help you plan your virtual or hybrid event so while you are planning consider the following:

How many virtual attendees do you expect to attend?

How many presenters and where will they be presenting from?

Do they have a suitable camera and microphone?

What format will your files be supplied in?

Do you have video content?

Do you need any pre-recorded videos made?

Would you like to have the event recorded, edited, and made available on-demand after the event?




## HALL TWO STUDIO SPACE

We've adapted Hall Two, one of our premium spaces into a studio space for a dry hire or fully staffed and equipped facility for your virtual or hybrid event. Take advantage of our award-winning facilities, experienced team, and in-house technology for a full, professional experience.

Our dry hire option offers a smart and flexible option with the room's wooden floor and wall panels creating a warm and elegant environment. The room has 206sqm space floor space and a 6m high ceiling. Hall Two has a built-in, sound-proofed glass technical booth which your technical team or chosen production supplier can make the most of. Additional staffing charges will apply for staffing to support load in, derig and general AV support, we will provide a quote for this based on your requirements.

If you prefer to leave the production in our hands the space is available with full tech and staffing inclusions. With this option you can walk into the room ready to start your event immediately, exactly as you would with a live event at Kings Place.

We offer different levels of filming and streaming and can suggest the right combination to suit your event. Whether you are broadcasting to delegates from across the world via multiple channels, or to a smaller, targeted group, we will suggest the right combination for your event. Our advanced streaming option even includes a microsite that can manage delegate registration and be monetised with a paywall.



*"Hosting our virtual event at Kings Place brought a sense of scale, occasion and most importantly, pre-covid normality to our conference. The venue looked fantastic on film and the Kings Place team were a pleasure to work with. The venue was a safe environment for both our crew and speakers."*

*George Butler, Head of Marketing, Radiocentre*

## PACKAGES

### **Dry hire inclusions:**

Black canvas room, 206 sqm flat floor space, Venue technician to offer general assistance, House lights, Power, Wifi

£350 per hour, minimum of 6 hours

### **Staffed hire inclusions:**

As above with staffing and full use of all tech inclusions and Green room

£400 per hour, minimum of 6 hours

### **BOLT ON: Live Streaming (in-house)**

This in-house option includes a live stream to social media sites (YouTube, Facebook, Vimeo) and can include Zoom or Skype calls. Full staffing is included. A filming and recording package must be taken in addition.

£1500+VAT (£250p/h, min 6 hours)

### **BOLT ON: Bespoke live streaming**

Working together with an external partner we will create a tailored microsite for your event that can include: agenda speaker profiles, social media networking, pay to view streams and all-important customer data capture. Our broadcast staff will be on site to assist you with any help you might need. A filming and recording package must be taken in addition to this.

£3000+VAT (per day, hourly rate not available)

### **Filming & Recording (in house)**

3 HD broadcast camera kits, plus operators to capture your show from multiple angles. Ideal for general event coverage. Includes multitrack audio and full edit. Additional cameras available on request.

£2600+VAT (£434p/h, min 6 hours)

# STREAMING CASE STUDY CONTENT LONDON 2019

In 2016 organisers C21 decided on a move that would not only increase the capacity and networking opportunities at the event, but also take it to an entirely new location within London, away from its former West-End home. Their previous venue could accommodate a maximum of 300 in its largest auditorium and so the ability to scale up the event for physical and virtual delegates was a significant driver.

Between 2016 and 2019 the event grew from 400 to 1,200 delegates with one of the significant factors in the growth being the ability to make the most of the venue's comprehensive, flexible streaming options. This allowed the organisers to bring the event to far more delegates than could be seated in the lecture halls at one time.

In 2019, C21's thorough streaming strategy meant that the key talks could be tuned in to in any part of the venue, as well as a secondary venue the organisers had adopted to support the growing event. Delegates could attend any session remotely with 3 streams running simultaneously on one microsite.

The C21 team had ambitious plans for the event and were creative and open-minded. This meant that many of the plans were formed collaboratively and would not have been a success were it not for the award-winning production team, and streaming partner.



**The engagement and reach that the streaming plan enabled can be seen below:**

Total of 3,765 Plays, across the 3 day event

Peak number of plays in one day 1,346

299 Hours, 53 minutes and 38 seconds of content was viewed

4 Minutes and 47 seconds, was the average view time

Users from 23 Countries viewed the live stream

741 GB of Bandwidth was used, across the event



*“Kings Place allowed us to take our event to the next level. It delivered across the board, providing creative flexible space for conferences, screenings, networking space and private meetings.*

*The tech and AV solutions were unrivalled by any other venue we have worked with across 20 years, and the staff a pleasure to work with. We are relieved to finally find a venue, and a team, that gets it and can deliver across the board.*

*We will be back again next year.”*

*David Jenkinson Editor-in-Chief & Managing Director, C21Media*





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